



MINUTES

Travel Paso Board of Directors

Travel Paso Board of Directors Meeting
Tuesday, June 19, 2018 at 2:00pm
Courtyard by Marriott; 120 South Vine Street, Paso Robles

1. CALL TO ORDER 2:03pm

Present: Victor Popp - Chair, Alex Villicana - Secretary, Mayor Steve Martin, Bill Roof, Mike Bradley, Kathy Bonelli, John Arnold

Absent: Britany Tonkin (on maternity leave), Doug Ayres, Margaret Johnson – Treasurer

Agency Partners: Stacie Jacob - Solterra Strategies

Staff: Danna Stroud, Annie Bowsky

2. PUBLIC COMMENT (On Non-Agenda Items)

- None

ANNOUNCEMENTS

- New employee introduction
- Paso Pops partnership overview

CONSENT AGENDA

3. Review/Approve May 15, 2018 Minutes

4. Big Red Marketing May 2018 Monthly Marketing Report

- Campaign focus drove traffic to top three pages - Entertainment/Family Friendly/Breweries & wineries
- Need to optimize more website pages
- Visit CA a top driver to website
- Transition of social media responsibilities from BRM to Travel Paso staff is beginning

5. Kraftwerk Media – May 2018 Report and Ad Words

- Report overview - Performance is seen when in marketplace
- Website not fully optimized leads to drop-offs
- Events page highest performing
- Mother's Day promotions performed well
- Overview of Goodway SLO CAL co-op in Denver/Seattle

6. Solterra Strategies May 2018 Media Report

- Busy month of May – Two media FAM groups back to back
- Overview of two group visits
- Great partner participation

- Strategic overview from Stacie focused on what's new/emerging in Paso Robles
- Upcoming media visits



7. Travel Paso STR Report April 2018

8. Review/Approve April Financials

- Overview of balance sheet - Revenues are as expected
- Do not include June expenses

ACTION: Motion to approve the Consent Agenda moved by John Arnold, seconded by Alex Villacana. Approved 6-0, motion passes.

UPDATES & DISCUSSIONS

9. Review and Consider Approving the Travel Paso 3-Year Strategic Plan (Action)

- Discussion and overview of draft
- Feedback - questions and concerns
- Next step is prioritization exercise – Coraggio to assist
- Living document to be used in everyday decisions

ACTION: Motion to approve Travel Paso 3-Year Strategic Plan moved by Mike Bradley, seconded by Bill Roof. Approved 6-0, motion passes.

10. Review and Consider Approving a Partnership Commitment for the Development of a Conference Center Facility in Paso Robles (Action)

- Review of staff report – SLO CAL feasibility study for conference center in county, needed for tourism development
- Discussion what will conference center look like in Paso Robles - why it is desirable
- Paso Robles Event Center has completed a feasibility study for a conference center in Paso Robles – opportunity for partnership with public and private sector to explore development of facility
- Board being asked to make commitment additional exploratory work
 - Full commitment overview in staff report
- Travel Paso wants to be at the table as opportunity is explored
- Initial limit of \$25,00 from Travel Paso
- Plea from Mayor Steve Martin

ACTION: Motion to approve a partnership commitment with the City and Paso Robles Event Center to explore the development of a conference center to not exceed \$25,000 without additional approval from the Travel Paso Board moved by Alex Villacana, seconded by Kathy Bonelli. Approved 6-0, motion passes.

11. Review and Consider Approving the FY 2018-19 Travel Paso Budget (Action)

- Proposed revenue budget reflects a 5% increase from 2017-18 actuals
- Proposed budget for fiscal year - Possible amendments to be introduced in August based on final actuals

ACTION: Motion to approve the FY 2018-19 budget as presented moved by Mike Bradley, seconded by Alex Villacana. Approved 5-0, motion passes. (Note: Director Arnold departed prior to this action)

12. Travel Paso Board Officer Affirmation and Structure – Tabled for Future Meeting

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ACTION: None

13. Review and Provide Comments on Downtown Parking Plan

- Recommendations from Paso Robles city parking study
- Overview and comment on thirteen recommendations as presented in City staff report

- Discussion on how Travel Paso should support parking implementation
- No comments submitted at this time



14. Executive Director Report

- Members to review outside of board meeting

15. July Agenda Items

ADJOURNMENT: Meeting adjourned at 4:27pm

ACTION: Moved by Victor Popp, seconded by Michael Bradley to approve to adjourn meeting. Approved 5-0.